



# Sydney Ryckaert

SHE / HER / HERS

## CONTACT

✉ sydryckaert@gmail.com

🌐 sydryckaert.com

🌐 LinkedIn Profile

📍 Watertown, NY

## EDUCATION

Bachelor of Science

**Iowa State University**

Public Relations  
Apparel Merchandising

## REFERENCE

**Lance Butler**

Director of Client Services

📍 MyHealth Access Network

✉ [lance.butler@myhealthaccess.net](mailto:lance.butler@myhealthaccess.net)

## CREATIVE SOFTWARE

Adobe Photoshop, InDesign & Illustrator

Canva      Figma

## WEB DESIGN PLATFORMS

WordPress      Wix

ShowIt      GoDaddy

## PROFESSIONAL SOFTWARE

Salesforce      Google Workspace

Microsoft Suite      Mailchimp

Slack      Mattermost

SugarCRM      Pardot

## WORK EXPERIENCE

### Communications & Marketing Coordinator

MyHealth Access Network

2024 - Present

- Strategic Communication Planning
- Brand Development
- Public Relations & Media Outreach
- Community Engagement & Outreach Programs
- Digital Marketing Campaigns & Analytics Reporting
- Mass Communication Strategy & Development
- Social Media Management & Content Creation
- Website Design & Management
- Internal Intranet Development & Management
- Event Coordination for 25+ Staff Members

### Content Marketing Specialist

American Marketing & Publishing

2022 - 2023

- OPTIMA™ Platinum Program - B2B Marketing Solutions
- Content Rich Website Design & Content Management
- Profile Writing
- Business Background & Overview Writing
- GSV Photo Editing
- Copywriting & Editing
- Customized Digital Content Development
- Branding & Graphic Design

### Marketing Intern

American Marketing & Publishing

2022

- OPTIMA™ Platinum Program - B2B Marketing Solutions
- Content Rich Website Design
- GSV Photo Editing
- Copywriting & Editing

### Customer Service Representative

Teleperformance - Sprint & T-Mobile

2021

- Account Services
- Customer Retention Agent

## LEADERSHIP EXPERIENCE

### President

Inter-Residence Hall Association - Iowa State University

2019 - 2021

- Presided over 6,000 residence hall students
- Directly oversaw eight board members
- Managed \$130,000 budget
- Planned various events for 100+ attendees
- Managed various social media accounts - content creator
- Communicated with local newspapers to advertise events
- Organizational website development and management
- COVID-19 public safety & campus response team member